

Develop a marketing plan for IT project management oversight



Project Title	Develop a marketing plan for IT project management oversight
Project Summary	Entice and Engage senior federal IT officials: We need your help communicating our new IT project management oversight function to our internal audiences.
Country	United States

Project Description

The VSFS team will be tasked with developing a comprehensive marketing plan and associated collateral for the transformation of the IT project management oversight function.

As part of this development, we will be looking for a diverse group of student interns who have an interest in compelling storytelling with backgrounds in marketing, videography, communication, and design to support the build out of several products. An ideal team would be:

- Communications Specialist (2 interns) – Writing communications, talking points, draft emails, flyers, and developing the overall marketing plan
- Graphic Designers (2 interns) – Designing graphics, posters, presentations, and the overall look and feel of the marketing plan
- Videography/Editing (1 intern) – Developing training videos, branding, and promotional/hype videos for the launch of our new project management oversight function

A background or broad understanding/interest in information technology and information technology project management/system development is recommended, but not required.

Key skills required of all interns are:

- Can-do, positive attitude
- Can find ways to convey information in engaging ways
- Self-management and self-organizing
- Problem solving
- Interest in serving the public good

Required Skills or Interests

Skill(s)

Analytical writing
Design thinking
Editing and proofreading
Graphic design
Infographic design
Marketing
Speech writing
Videography
Writing

Additional Information

The current IT project management oversight mechanism can be found here:
<https://www.hhs.gov/sites/default/files/ocio/eplc-lifecycle-framework.pdf>

Language Requirements

None